

Customer Case Study

Orion Cleaning and Support Services



Website: www.orion-waste.co.uk

The Company

Established in 1988, Orion Cleaning and Support Services has been providing day-to-day and specialist cleaning services for over 20 years. Based in London, Orion serves more than 500 customers ranging from small private companies to large public sector organisations providing a wide range of services, including office cleaning, recycling and waste management, graffiti removal, grounds and building maintenance.

The Challenge

Due to its broad customer base, Orion sends out a high level of invoices. In the past large accounts were monitored closely but the smaller accounts received less attention. With a high number of small accounts to manage, the previous process of chasing overdue balances was labour intensive and it was proving impractical to chase each and every account on a regular basis.

Although the hundreds of smaller accounts each owed relatively small sums, the aggregate total amount represented by these small balances was significant. Orion wished to ensure more prompt payment of these balances and to reduce its exposure to risk, including non-payment.

Orion needed a technology-based solution that would allow them to increase the efficiency of its credit control process – enabling them to reduce the time it takes for them to get paid, across its entire customer base, without the need to incur any additional staffing costs.

The Solution

With the support of a software reseller, Well Keen Limited, Orion selected Credit Hound. Credit Hound is a credit control management system from Draycir which integrated with Orion's existing accounting system so that the company could see more clearly the overall status of all its customer accounts and streamline the tasks involved in credit control.

Orion was attracted by Credit Hound's ability to create categories of customers and to apply different rules to each customer group. Based on which category a customer falls into, Credit Hound is able to send pre-emptive reminders of amounts falling due. These reminders are then followed at specified intervals by a series of steadily more forceful chasing letters to any customer who delays settlement of an account beyond their agreed contractual terms.

The Results

> Overdue balances reduced by £100,000 within weeks

Well Keen installed and configured Credit Hound to match the style of credit control Orion wished to adopt in terms of the frequency and wording of letters issued to encourage prompt payment.

The increased level of automated reminders has improved payment promptness and, with less overdue items to worry about, the finance department has more time to resolve any remaining queries.

John Stride, Managing Director of Orion, said:

"Within weeks of starting to use Credit Hound our overdue balances had reduced by over £100,000. Interest earned on this sum will rapidly pay back our investment in Credit Hound and less overdue balances means our exposure to bad debt has been lowered too."

Credit Hound Reseller

Reseller: Well Keen Limited based in Harpenden, Herts.

Website: www.wellkeen.co.uk

Key Benefits

Improve your cash flow by getting paid sooner

When you get your customers to pay on time you increase your bank balance and cut your overdraft.

Manage and control disputes so invoices get paid

Disputed invoices are never paid. Credit Hound enables you to manage and resolve problems, which prevents your customers from withholding payments.

Save time; let Credit Hound do the work for you

By telling you who you need to contact and writing the letters for you, Credit Hound's automated features do most of the chasing for you.

Reduce bad debts by monitoring your customers

Bad debts are avoidable. By keeping in regular contact with customers you are aware of potential problems, and in a better position to take preventative action.

Links directly to your accounts system

Since Credit Hound talks directly to your accounts system there is no need to re-type any of your customer or transaction details. It can also update your accounts by placing customers on-stop, and disputing invoices.

Achieve good credit control quickly and easily

Easy to install and simple to use, Credit Hound can reduce the time it takes before you see the benefits of good credit control. It is designed for everyone from the occasional user to a full-time credit controller.

Credit Hound works with a number of major accounting systems including Sage 50, Sage Line 100, Sage 200, Microsoft Dynamics NAV (Navision) and Microsoft Dynamics GP (Great Plains).

Product Range

Credit Hound is one of a range of products available from Draycir, specialists in document distribution and credit management solutions.



Spindle
PROFESSIONAL



Credit
HOUND



Credit
GUARDIAN

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